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# IFSC MARKETING & COMMUNICATIONS REPORT 2013

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## FOREWORD

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The primary mission of the IFSC is to support the growth of Sport Climbing around the world. To this end, the IFSC has developed a Marketing & Communications Strategy aimed at:

- Develop and increase the awareness of IFSC Brand
- Showcase IFSC Events
- Take position on major issues related to Sport Climbing in the Media
- Facilitate cooperation and exchange of information between the IFSC and its external stakeholders
- Support Marketing Initiatives
- And more globally, support IFSC development projects

We hope that these figures will help IFSC stakeholders to promote Sport Climbing beyond borders.



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## MAIN 2013 FEATURES

### 1. WEBCASTING/BROADCASTING

- EVENTS FEATURES/WEBCASTING:

- 2013 Webcasting at a glance:

- Were covered:

- 23 World Cups
- World Youth Championships/L&S (Central Saanich)
- European Championships/L&S&Paraclimbing (Chamonix)
- European Championship/B (Eindhoven)

- Main improvements :

- Live and delayed contents on IFSC YouTube Channel & IFSC website
- HD quality extended to each event
- Availability on mobile devices
- Extensive use of social media to promote Live webcasts (IFSC live stream embedded on other websites, increased participation of people through Twitter, use of Facebook social networking site...)

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▪ **Live et Delayed Contents' Statistics (delayed contents as of 31 December 2013):**

EVENT	Live on YouTube	Live on Back-Up Stream	Delayed Content on YouTube	Total
	Views	Views	Views	Views
<b>CWIF</b>	<b>5 652</b>	<b>-</b>	<b>12 676</b>	<b>18 328</b>
Q WOMEN B	-	-	-	
Q MEN B	-	-	-	
SEMI-FINALS B	1 644	-	5 193	
FINALS B	4 008	-	7 483	
<b>IFSC World Cup Chongqing 13</b>	<b>-</b>	<b>52 108</b>	<b>67 883</b>	<b>119 991</b>
Q WOMEN B+S	-	-	-	
Q MEN B+S	-	-	-	
SEMI-FINALS B+S	-	-	6 931	
FINALS B+S	-	-	49 957	
HIGHLIGHTS	-	-	10 995	
<b>IFSC World Cup Millau 13</b>	<b>32 529</b>	<b>14 710</b>	<b>63 037</b>	<b>110 276</b>
Q WOMEN B	7 767	-	882	
Q MEN B	9 400	-	112	
SEMI-FINALS B	5 747	-	4 678	
FINALS B	9 615	-	44 651	
HIGHLIGHTS	-	-	12 714	
<b>IFSC World Cup Kitzbuehel 13</b>	<b>33 013</b>	<b>5 837</b>	<b>67 815</b>	<b>106 665</b>
Q WOMEN B	7 520	-	2 293	
Q MEN B	4 444	-	9 551	
SEMI-FINALS B	5 282	-	9 386	
FINALS B	15 767	-	36 906	
HIGHLIGHTS	-	-	9 679	
<b>IFSC World Cup Log Dragomer 13</b>	<b>25 849</b>	<b>2 314</b>	<b>48 857</b>	<b>77 020</b>
Q WOMEN B	4 971	-	4 616	
Q MEN B	5 485	-	5 331	
SEMI-FINALS B	5 295	-	5 631	
FINALS B	10 098	-	29 576	
HIGHLIGHTS	-	-	3 703	
<b>IFSC World Cup Innsbruck 13</b>	<b>22 677</b>	<b>5 601</b>	<b>41 900</b>	<b>70 178</b>
Q WOMEN B	6 605	-	4 169	
Q MEN B	5 026	-	6 947	
SEMI-FINALS B	4 302	-	16 441	
FINALS B	6 744	-	12 675	
HIGHLIGHTS	-	-	1 668	

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EVENT	Live on YouTube Views	Live on Back-Up Stream Views	Delayed Content on YouTube Views	Total Views
<b>IFSC World Cup Toronto 13</b>	<b>34 607</b>	<b>4 460</b>	<b>62 283</b>	<b>101 350</b>
Q WOMEN B	8 196		5 319	
Q MEN B	6 532		5 069	
SEMI-FINALS B	9 617	-	6 872	
FINALS B	10 262		42 124	
HIGHLIGHTS			2 899	
<b>IFSC World Cup Vail 13</b>	<b>26 806</b>	<b>3 419</b>	<b>88 739</b>	<b>118 964</b>
Q WOMEN B	7 348		5 841	
Q MEN B	6 726		6 951	
SEMI-FINALS B	6 656	-	9 944	
FINALS B	6 076		58 958	
HIGHLIGHTS			7 045	
<b>IFSC World Cup Baku 13</b>	<b>1 692</b>	<b>711</b>	<b>10 452</b>	<b>12 855</b>
Q S	788		3 610	
FINALS S	904	-	4 821	
HIGHLIGHTS			2 021	
<b>IFSC European CH Chamonix 13</b>	<b>19 805</b>	<b>1 182</b>	<b>46 864</b>	<b>67 851</b>
Q MEN L	4 141		3 713	
Q WOMEN L	3 692	-	2 494	
Q S	1 368		1 124	
FINALS S	930	-	2 735	
FINALS Paraclimbing	1 337		3 011	
SEMI-FINALS L	3 165		5 734	
FINALS L	5 172	-	23 889	
HIGHLIGHTS			4 164	
<b>IFSC World Cup Briançon 13</b>	<b>21 661</b>	<b>10 066</b>	<b>28 674</b>	<b>60 401</b>
Q WOMEN L	6 056			
Q MEN L			7 516	
SEMI-FINALS L	3 548	-	13 538	
FINALS L	12 057		7 620	
HIGHLIGHTS				
<b>IFSC World Cup Imst 13</b>	<b>12 581</b>	<b>4 165</b>	<b>36 173</b>	<b>52 919</b>
Q WOMEN L	2 506		2 485	
Q MEN L			7 826	
SEMI-FINALS L	5 355	-	23 299	
FINALS L	4 720		2 563	
HIGHLIGHTS				
<b>IFSC WYCH Central Saanich 13</b>	<b>26 936</b>	<b>10 593</b>	<b>21 333</b>	<b>58 862</b>
Q S	2 986		1 281	
FINALS S	881	-	2 640	
Q1 L	12 564	-	5 771	
Q2 L			1 030	
SEMI-FINALS L	6 774		9 137	
FINALS L	3 731	-	1 474	
HIGHLIGHTS				
<b>IFSC World Cup Munich 13</b>	<b>28 420</b>	<b>5 448</b>	<b>64 440</b>	<b>98 308</b>
Q WOMEN B	4 382		5 092	
Q MEN B	7 373		5 806	
SEMI-FINALS B	5 338	-	8 033	
FINALS B	11 327		42 769	
HIGHLIGHTS			2 740	



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EVENT	Live on YouTube	Live on Back-Up Stream	Delayed Content on YouTube	Total
	Views	Views	Views	Views
<b>IFSC European CH Eindhoven 13</b>	<b>12 043</b>		<b>43 142</b>	<b>55 185</b>
Q WOMEN B	2 516		4 264	
Q MEN B	3 834		4 087	
SEMI-FINALS B	4 635		5 429	
FINALS B	1 058		29 362	
<b>IFSC World Cup Arco 13</b>	<b>1 550</b>	<b>190</b>	<b>5 455</b>	<b>7 195</b>
Q S	776		1 602	
FINALS S	774		1 945	
HIGHLIGHTS			1 908	
<b>IFSC World Cup Puurs 13</b>	<b>12 521</b>	<b>1 486</b>	<b>22 772</b>	<b>36 779</b>
Q MEN and WOMEN L	3 275		960	
SEMI-FINALS L	2 983		2 640	
FINALS L	6 263		16 768	
HIGHLIGHTS			2 404	
<b>IFSC World Cup Perm 13</b>	<b>8 481</b>	<b>448</b>	<b>27 034</b>	<b>35 963</b>
Q1 MEN and WOMEN L	613		1 698	
Q2 MEN and WOMEN L	1 452		1 771	
Q and FINALS S	1 179		1 810	
SEMI-FINALS L	962		4 415	
FINALS L	4 275		15 293	
HIGHLIGHTS			2 047	
<b>IFSC World Cup Mokpo 13</b>	<b>5 123</b>	<b>889</b>	<b>26 702</b>	<b>32 714</b>
Q1 MEN and WOMEN L	768		2 578	
Q and FINALS S	1 281		1 726	
SEMI-FINALS L	1 020		4 367	
FINALS L	2 054		15 628	
HIGHLIGHTS			2 403	
<b>IFSC World Cup Haiyang 13</b>	<b>-</b>	<b>3 443</b>	<b>3 125</b>	<b>6 568</b>
Q and FINALS S			482	
HIGHLIGHTS			2 643	
<b>IFSC World Cup Wujiang 13</b>	<b>-</b>	<b>3 889</b>	<b>10 376</b>	<b>14 265</b>
Q and FINALS S			630	
SEMI-FINALS L			1 462	
FINALS L			5 690	
HIGHLIGHTS			2 594	
<b>IFSC World Cup Valence 13</b>	<b>17 581</b>	<b>-</b>	<b>35 318</b>	<b>52 899</b>
Q MEN and WOMEN L	3 032		5 299	
SEMI-FINALS L	5 148		3 321	
FINALS L	9 401		20 899	
HIGHLIGHTS			5 799	
<b>IFSC World Cup Kranj 13</b>	<b>22 519</b>	<b>-</b>	<b>31 469</b>	<b>53 988</b>
Q MEN L	4 299		1 843	
Q WOMEN L	3 408		2 005	
SEMI-FINALS L	5 107		5 973	
FINALS L	9 705		15 848	
HIGHLIGHTS			5 800	
<b>Total</b>	<b>372 046</b>	<b>130 959</b>	<b>866 519</b>	<b>1 369 524</b>



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- **EVENTS FEATURES/BROADCASTING:**

- **2013 broadcasting at a glance:**

- The IFSC signed 2 agreements with Broadreach Media and LC2 agency to manage its worldwide TV rights outside Europe/in Europe. A first agreement was signed with Synca, a Japanese TV company, for TV rights of 2013 Kranj World Cup as well as 2014 climbing season.
- Main worldwide TVs/Web TVs that broadcasted 2013 IFSC events (based on Event Organizers' reports received by the IFSC):
  - Aveyron Reportages ;
  - AzTV ;
  - Bayerisches Fernsehen ;
  - CCTV5 ;
  - CHEK TV ;
  - CQTV ;
  - CTV2 ;
  - Enjoy the Alps TV ;
  - Eurovision ;
  - 5 Star TV ;
  - France 3 ;
  - Imst TV ;
  - Jiangsu TV ;
  - JXTV ;
  - Kitzbuehel TV ;
  - Montagne TV ;
  - Mountain TV ;
  - München TV ;
  - NBC Sports ;
  - ORF1 ;
  - ORF 2 ;
  - ORF Sport+ ;
  - Outside Television ;
  - Planet TV ;
  - POP TV ;
  - Ptuj TV ;
  - Rifey ;
  - RTV Slovenija ;
  - Shandong TV ;
  - SHAWTV ;
  - Sky Sports HD ;
  - Tirol TV ;
  - TV SLO ;
  - Universal Sports ;
  - Uralsyazinform ;
  - Vetta TV ;

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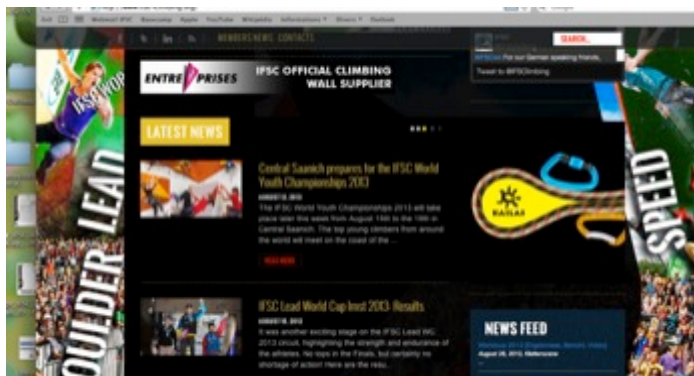
## 2. DIGITAL COMMUNICATION

- FEATURES OF THE YEAR:

- IFSC Website:

In February 2013, a new IFSC website was launched to address a large audience:

- News
- Live webcast + Replays
- Chats
- Pictures
- Press releases
- Press clippings
- Links to social media
- Availability on mobile devices
- ...



News...

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Promotion of Live Webcast...





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Press Releases



Newsfeed...

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- IFSC Website Statistics:





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**NEW WWW.IFSC-CLIMBING.ORG**

**MORE THAN**

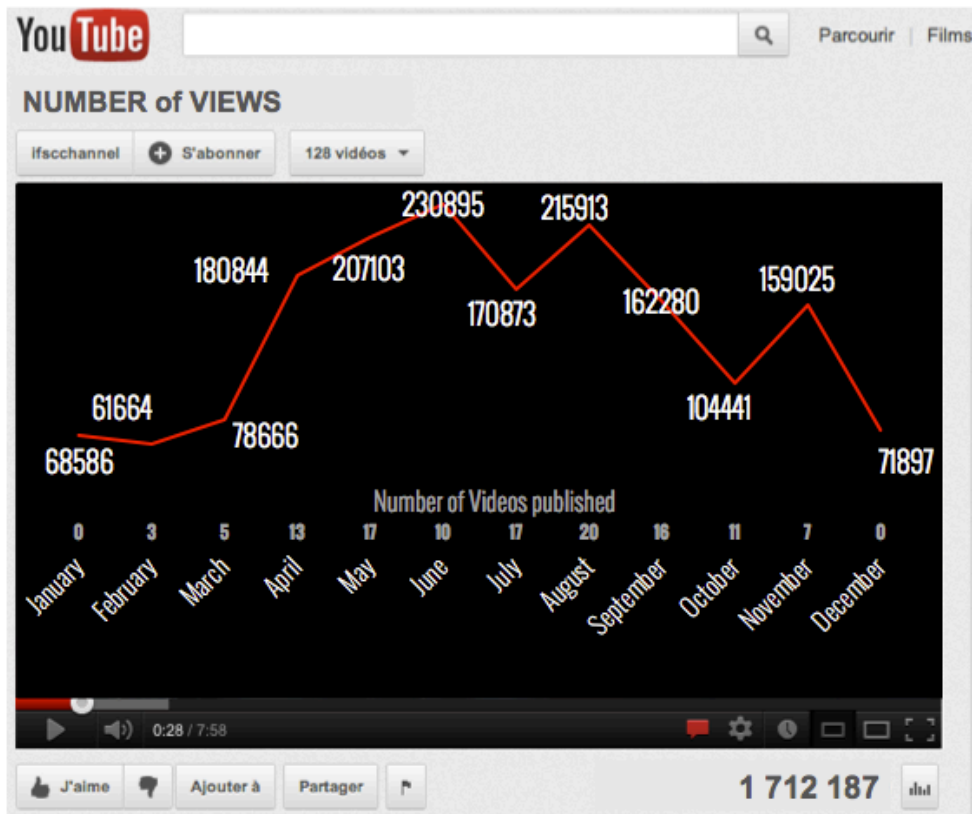
**3.35M**

**PAGES VIEWED**

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- IFSC YouTube Channel:
  - IFSC YouTube Channel Statistics:





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Performance



VIEWS  
1,714,775 ▲



ESTIMATED MINUTES WATCHED  
31,791,655



SUBSCRIBERS \*  
13,251

Engagement



LIKES \*  
5,843



DISLIKES \*  
438



COMMENTS  
4,671 ▲



SHARES \*  
1,037



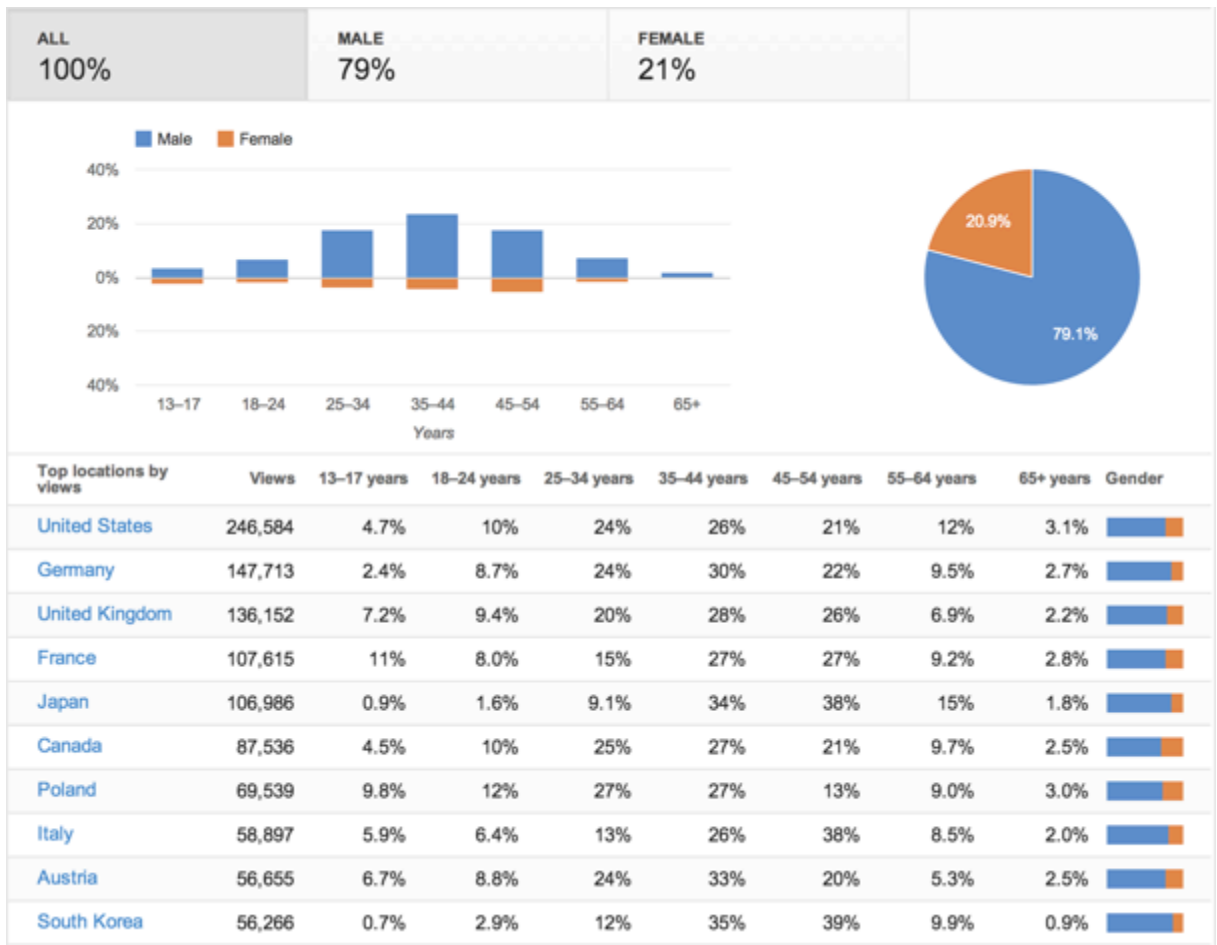
FAVORITES ADDED  
917 ▲



FAVORITES REMOVED  
105 ▲

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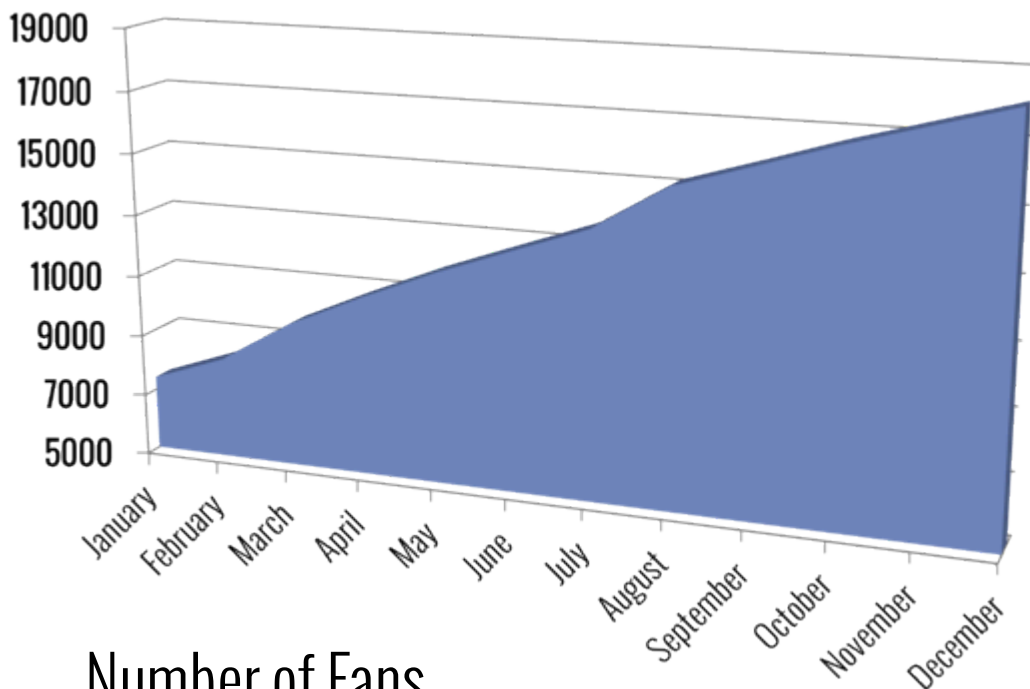
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- IFSC Facebook Page:



- Facebook Statistics:



Number of Fans

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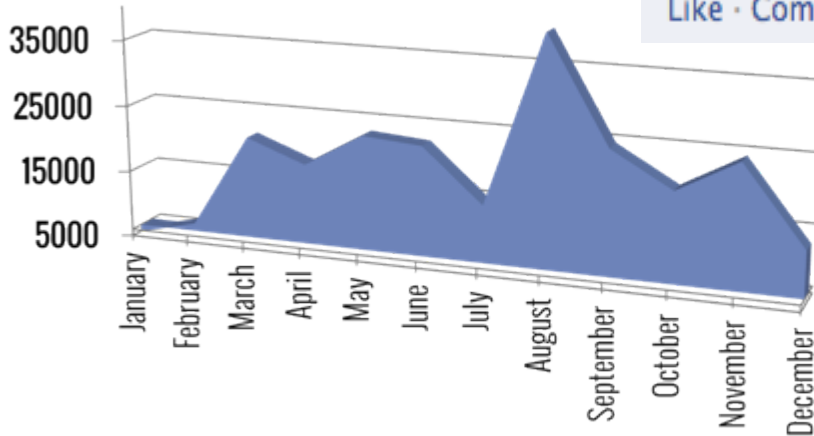


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# ENGAGED USERS

Like · Comment · Share



# X4

## “Engaged users”

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IFSC Weibo page managed by IFSC partner, Kailas : 646 fans



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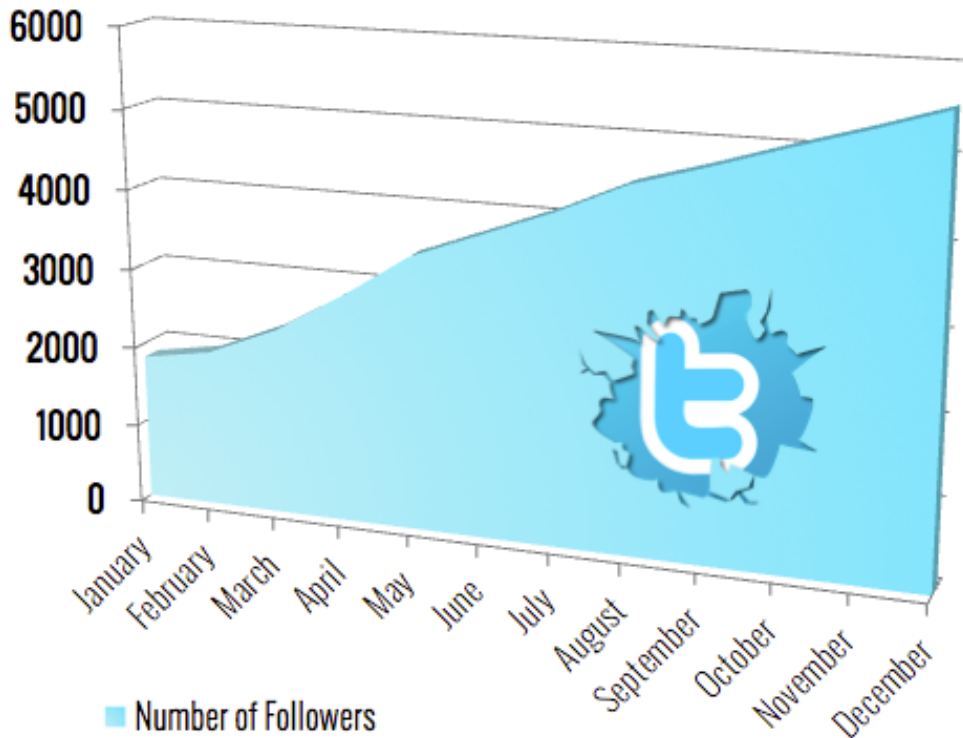
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- IFSC Twitter Account - @IFSClimbing / #IFSCwc



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- EVENTS FEATURES

- IFSC Website:

- IFSC Website Statistics per event (days of the event):

EVENT	ifsc-climbing.org Visits
<b>CWIF</b>	<b>9 815</b>
Q WOMEN B	1 749
Q MEN B	
SEMI-FINALS B	8 066
FINALS B	
<b>IFSC World Cup Chongqing 13</b>	<b>30 828</b>
Q WOMEN B+S	12 583
Q MEN B+S	
SEMI-FINALS B+S	18 245
FINALS B+S	
<b>IFSC World Cup Millau 13</b>	<b>41 938</b>
Q WOMEN B	19 733
Q MEN B	
SEMI-FINALS B	22 205
FINALS B	
<b>IFSC World Cup Kitzbuehel 13</b>	<b>37 860</b>
Q WOMEN B	16 279
Q MEN B	
SEMI-FINALS B	21 581
FINALS B	
<b>IFSC World Cup Log Dragomer 13</b>	<b>37 910</b>
Q WOMEN B	14 912
Q MEN B	
SEMI-FINALS B	22 998
FINALS B	

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EVENT	ifsc-climbing.org Visits
<b>IFSC World Cup Innsbruck 13</b>	<b>30 920</b>
Q WOMEN B	13 345
Q MEN B	17 575
SEMI-FINALS B	
FINALS B	
<b>IFSC World Cup Toronto 13</b>	<b>36 301</b>
Q WOMEN B	13 840
Q MEN B	22 461
SEMI-FINALS B	
FINALS B	
<b>IFSC World Cup Vail 13</b>	<b>35 232</b>
Q WOMEN B	13 927
Q MEN B	21 305
SEMI-FINALS B	
FINALS B	
<b>IFSC World Cup Baku 13</b>	<b>7 351</b>
Q S	3 342
FINALS S	4 009
<b>IFSC European CH Chamonix 13</b>	<b>0</b>
Q MEN L	-
Q WOMEN L	-
Q S	-
FINALS S	-
FINALS Paraclimbing	-
SEMI-FINALS L	-
FINALS L	-
<b>IFSC World Cup Briançon 13</b>	<b>34 775</b>
Q WOMEN L	13 750
Q MEN L	21 025
SEMI-FINALS L	
FINALS L	

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EVENT	ifsc-climbing.org Visits
<b>IFSC World Cup Imst 13</b>	<b>18 675</b>
Q WOMEN L	9 439
Q MEN L	
SEMI-FINALS L	9 236
FINALS L	
<b>IFSC WYCH Central Saanich 13</b>	<b>11 256</b>
Q S	11 256
FINALS S	
Q1 L	12 507
Q2 L	13 062
SEMI-FINALS L	16 766
FINALS L	
<b>IFSC World Cup Munich 13</b>	<b>29 273</b>
Q WOMEN B	12 507
Q MEN B	
SEMI-FINALS B	16 766
FINALS B	
<b>IFSC European CH Eindhoven 13</b>	<b>25 963</b>
Q WOMEN B	9 887
Q MEN B	
SEMI-FINALS B	16 076
FINALS B	
<b>IFSC World Cup Arco 13</b>	<b>7 070</b>
Q S	7 070
FINALS S	
<b>IFSC World Cup Puurs 13</b>	<b>16 486</b>
Q MEN and WOMEN L	6 170
SEMI-FINALS L	10 316
FINALS L	

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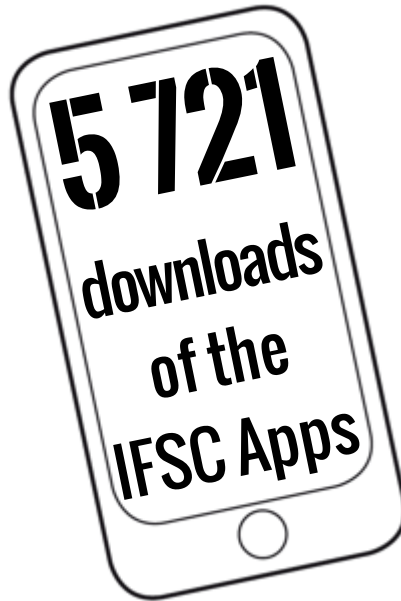
**2013**

EVENT	ifsc-climbing.org Visits
<b>IFSC World Cup Perm 13</b>	<b>15 758</b>
Q1 MEN and WOMEN L	
Q2 MEN and WOMEN L	6 125
Q and FINALS S	
SEMI-FINALS L	9 633
FINALS L	
<b>IFSC World Cup Mokpo 13</b>	<b>12 263</b>
Q1 MEN and WOMEN L	
Q and FINALS S	4 768
SEMI-FINALS L	
FINALS L	7 495
<b>IFSC World Cup Haiyang 13</b>	<b>6 000</b>
Q MEN and WOMEN L	
FINALS L	3 014
Q and FINALS S	2 986
<b>IFSC World Cup Wujiang 13</b>	<b>13 406</b>
Q1 MEN and WOMEN L	
Q2 MEN and WOMEN L	5 449
Q and FINALS S	
SEMI-FINALS L	7 957
FINALS L	
<b>IFSC World Cup Valence 13</b>	<b>22 849</b>
Q MEN and WOMEN L	6 527
SEMI-FINALS L	16 322
FINALS L	
<b>IFSC World Cup Kranj 13</b>	<b>29 437</b>
Q MEN L	
Q WOMEN L	14 728
SEMI-FINALS L	
FINALS L	14 709
<b>TOTAL</b>	<b>511 366</b>



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- **IFSC YouTube Channel:**
  - YouTube Statistics per event (days of the event) - refer to Webcasting/Broadcasting page 5.
- **IFSC Facebook Page:**
  - Facebook Statistics per event (days of the event):



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EVENT	Facebook		
	People talking about this	Engaged users	Total impressions
<b>CWIF</b>	<b>430</b>	<b>1 365</b>	<b>107 682</b>
Q WOMEN B	39	104	6 205
Q MEN B			
SEMI-FINALS B	391	1 261	101 477
FINALS B			
<b>IFSC World Cup Chongqing 13</b>	<b>1 096</b>	<b>4 765</b>	<b>310 350</b>
Q WOMEN B+S	522	2 364	138 649
Q MEN B+S			
SEMI-FINALS B+S	574	2 401	171 701
FINALS B+S			
<b>IFSC World Cup Millau 13</b>	<b>933</b>	<b>3 490</b>	<b>532 633</b>
Q WOMEN B	331	1 420	182 667
Q MEN B			
SEMI-FINALS B	602	2 070	349 966
FINALS B			
<b>IFSC World Cup Kitzbuehel 13</b>	<b>815</b>	<b>3 274</b>	<b>331 088</b>
Q WOMEN B	299	1 536	151 363
Q MEN B			
SEMI-FINALS B	516	1 738	179 725
FINALS B			
<b>IFSC World Cup Log Dragomer 13</b>	<b>739</b>	<b>4 312</b>	<b>332 152</b>
Q WOMEN B	231	1 084	100 053
Q MEN B			
SEMI-FINALS B	508	3 228	232 099
FINALS B			
<b>IFSC World Cup Innsbruck 13</b>	<b>577</b>	<b>2 428</b>	<b>194 283</b>
Q WOMEN B	275	1 241	99 655
Q MEN B			
SEMI-FINALS B	302	1 187	94 628
FINALS B			



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EVENT	People talking about this	Facebook	
		Engaged users	Total impressions
<b>IFSC World Cup Toronto 13</b>	<b>969</b>	<b>4 735</b>	<b>419 536</b>
Q WOMEN B	420	2 014	137 078
Q MEN B			
SEMI-FINALS B	549	2 721	282 458
FINALS B			
<b>IFSC World Cup Vail 13</b>	<b>818</b>	<b>3 688</b>	<b>369 534</b>
Q WOMEN B	412	1 857	135 819
Q MEN B			
SEMI-FINALS B	406	1 831	233 715
FINALS B			
<b>IFSC World Cup Baku 13</b>	<b>351</b>	<b>2 075</b>	<b>223 574</b>
Q S	162	677	85 838
FINALS S	189	1 398	137 736
<b>IFSC European CH Chamonix 13</b>	<b>280</b>	<b>1 145</b>	<b>136 991</b>
Q MEN L	182	621	56 393
Q WOMEN L			
Q S			
FINALS S	98	524	80 598
FINALS Paraclimbing			
SEMI-FINALS L	121	523	62 032
FINALS L			
<b>IFSC World Cup Briançon 13</b>	<b>392</b>	<b>1 957</b>	<b>239 095</b>
Q WOMEN L	101	661	68 397
Q MEN L			
SEMI-FINALS L	291	1 296	170 698
FINALS L			
<b>IFSC World Cup Imst 13</b>	<b>883</b>	<b>4 120</b>	<b>298 904</b>
Q WOMEN L	471	2 633	171 263
Q MEN L			
SEMI-FINALS L	412	1 487	127 641
FINALS L			
<b>IFSC WYCH Central Saanich 13</b>	<b>1 247</b>	<b>5 718</b>	<b>316 024</b>
Q S	211	1 035	46 260
FINALS S			
Q1 L	196	568	41 048
Q2 L	241	1 122	64 977
SEMI-FINALS L	202	1 148	61 491
FINALS L	397	1 845	102 248



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2013

EVENT	Facebook		
	People talking about this	Engaged users	Total impressions
<b>IFSC World Cup Munich 13</b>	<b>1 117</b>	<b>4 994</b>	<b>280 525</b>
Q WOMEN B	451	2 173	97 630
Q MEN B			
SEMI-FINALS B	666	2 821	182 895
FINALS B			
<b>IFSC European CH Eindhoven 13</b>	<b>306</b>	<b>1 774</b>	<b>88 586</b>
Q WOMEN B	115	818	40 828
Q MEN B			
SEMI-FINALS B	191	956	47 758
FINALS B			
<b>IFSC World Cup Arco 13</b>	<b>162</b>	<b>1 178</b>	<b>70 826</b>
Q S	162	1 178	70 826
FINALS S			
<b>IFSC World Cup Puurs 13</b>	<b>426</b>	<b>2 251</b>	<b>145 981</b>
Q MEN and WOMEN L	160	1 089	70 308
SEMI-FINALS L	266	1 162	75 673
FINALS L			
<b>IFSC World Cup Perm 13</b>	<b>383</b>	<b>2 119</b>	<b>154 818</b>
Q1 MEN and WOMEN L			
Q2 MEN and WOMEN L	104	773	65 270
Q and FINALS S			
SEMI-FINALS L	279	1 346	89 548
FINALS L			
<b>IFSC World Cup Mokpo 13</b>	<b>656</b>	<b>2 567</b>	<b>160 220</b>
Q1 MEN and WOMEN L	343	1 132	80 043
Q and FINALS S			
SEMI-FINALS L	313	1 435	80 177
FINALS L			
<b>IFSC World Cup Haiyang 13</b>	<b>371</b>	<b>1 668</b>	<b>94 372</b>
Q MEN and WOMEN L	170	611	39 011
FINALS L			
Q and FINALS S	201	1 057	55 361
<b>IFSC World Cup Wujiang 13</b>	<b>472</b>	<b>2 200</b>	<b>122 635</b>
Q1 MEN and WOMEN L			
Q2 MEN and WOMEN L	271	1 092	62 611
Q and FINALS S			
SEMI-FINALS L	201	1 108	60 024
FINALS L			



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EVENT	Facebook		
	People talking about this	Engaged users	Total impressions
<b>IFSC World Cup Valence 13</b>	<b>671</b>	<b>3 667</b>	<b>151 151</b>
Q MEN and WOMEN L	198	1 050	45 201
SEMI-FINALS L	473	2 617	105 950
FINALS L			
<b>IFSC World Cup Kranj 13</b>	<b>739</b>	<b>4 534</b>	<b>200 218</b>
Q MEN L			
Q WOMEN L	329	1795	101 175
SEMI-FINALS L			
FINALS L	410	2 739	99 043
<b>TOTAL</b>	<b>14 833</b>	<b>70 024</b>	<b>5 281 178</b>

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### 3. MEDIA RELATIONS

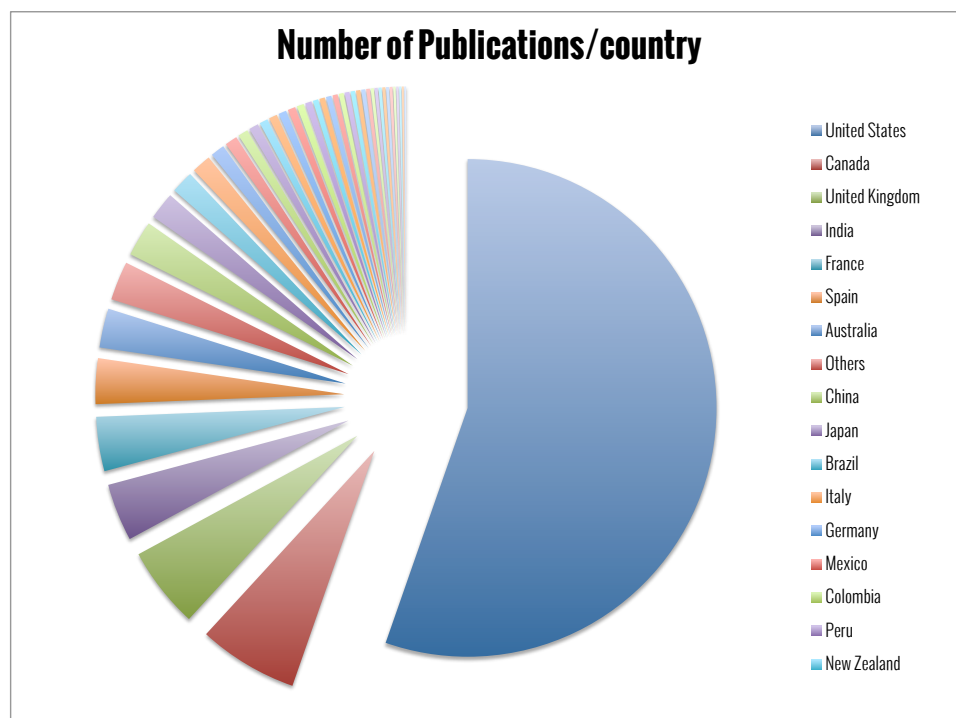
- FEATURES OF THE YEAR:

Note: Media Relations were launched in 2013 with the subscription to a worldwide press clippings online platform and regular contacts and press releases sent to international media representatives. Statistics are then to be considered in the light of these continuous improvements.

- Number of Press Releases per month:

	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL 2013	
Event PR sent				2	4	4	4	4	8	6	5	4	0	41
Corporate PR sent		1	1	1	0	3	0	0	0	1	0	1	1	9

- Number of Press Clippings in 2013: **11,994**





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# IFSC REPORT

**2013**

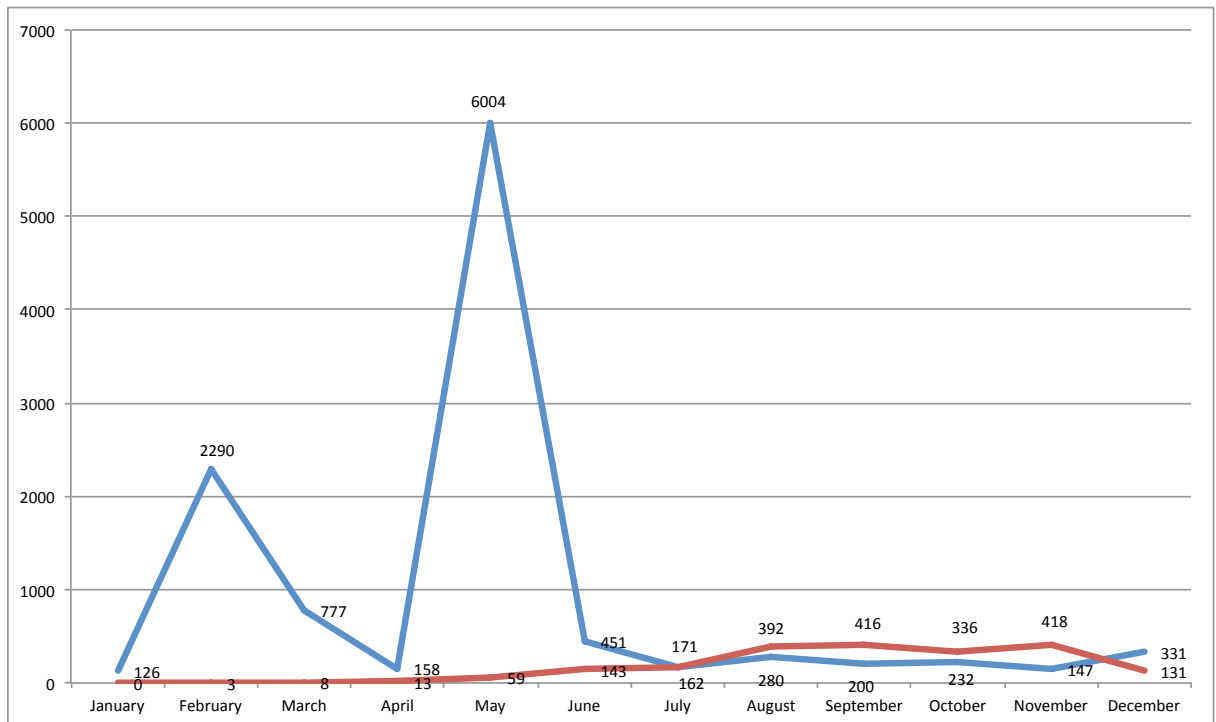
Country	Number of Publications
United States	6638
Canada	777
United Kingdom	633
India	448
France	423
Spain	355
Australia	305
Others	303
China	276
Japan	211
Brazil	175
Italy	150
Germany	109
Mexico	96
Colombia	78
Peru	74
New Zealand	65
Argentina	64
Austria	62
Venezuela	60
Netherlands	55
Belgium	50
Malaysia	42
Slovenia	42
Switzerland	42
Taiwan	39
Chile	37
Czech Republic	37
Korea	34
South Africa	33
Singapore	31
Poland	28
Pakistan	24
Philippines	24
United Arab Emirates	24
Ecuador	23
Azerbaijan	22
Guatemala	22
Hong Kong	19
Costa Rica	18
Turkey	17
Cuba	15
Russian Federation	14
<b>TOTAL</b>	<b>11994</b>



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- Number of **Press Clippings** and **Social Media Clippings** in 2013/month:



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- **EVENTS FEATURES**

- International Press Clippings per event:

Note: Search agents for Social Media were implemented throughout the year 2013. Statistics are then to be considered in the light of these continuous improvements. Several Event Organizers also produced national Press Reviews (not included in the table below):

EVENT	IFSC Press Review Nb of publications
<b>IFSC World Cup Chongqing 13</b>	<b>28</b>
MEDIA	28
SOCIAL MEDIA	
<b>IFSC World Cup Millau 13</b>	<b>15</b>
MEDIA	15
SOCIAL MEDIA	
<b>IFSC World Cup Kitzbuehel 13</b>	<b>17</b>
MEDIA	17
SOCIAL MEDIA	
<b>IFSC World Cup Log Dragomer 13</b>	<b>30</b>
MEDIA	9
SOCIAL MEDIA	21
<b>IFSC World Cup Innsbruck 13</b>	<b>46</b>
MEDIA	19
SOCIAL MEDIA	27
<b>IFSC World Cup Toronto 13</b>	<b>50</b>
MEDIA	22
SOCIAL MEDIA	28
<b>IFSC World Cup Vail 13</b>	<b>62</b>
MEDIA	28
SOCIAL MEDIA	34
<b>IFSC World Cup Baku 13</b>	<b>25</b>
MEDIA	16
SOCIAL MEDIA	9
<b>IFSC World Cup Briançon 13</b>	<b>99</b>
MEDIA	48
SOCIAL MEDIA	51

**IFSC REPORT**

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# IFSC REPORT

**2013**

EVENT	IFSC Press Review Nb of publications
<b>IFSC World Cup Imst 13</b>	<b>205</b>
MEDIA	36
SOCIAL MEDIA	169
<b>IFSC WYCH Central Saanich 13</b>	<b>201</b>
MEDIA	47
SOCIAL MEDIA	154
<b>IFSC World Cup Munich 13</b>	<b>266</b>
MEDIA	29
SOCIAL MEDIA	237
<b>IFSC World Cup Arco 13</b>	<b>176</b>
MEDIA	15
SOCIAL MEDIA	161
<b>IFSC World Cup Puurs 13</b>	<b>63</b>
MEDIA	19
SOCIAL MEDIA	44
<b>IFSC World Cup Perm 13</b>	<b>142</b>
MEDIA	21
SOCIAL MEDIA	121
<b>IFSC World Cup Mokpo 13</b>	<b>116</b>
MEDIA	20
SOCIAL MEDIA	96
<b>IFSC World Cup Haiyang 13</b>	<b>146</b>
MEDIA	118
SOCIAL MEDIA	28
<b>IFSC World Cup Wujiang 13</b>	<b>71</b>
MEDIA	20
SOCIAL MEDIA	51
<b>IFSC World Cup Valence 13</b>	<b>135</b>
MEDIA	35
SOCIAL MEDIA	100
<b>IFSC World Cup Kranj 13</b>	<b>182</b>
MEDIA	36
SOCIAL MEDIA	146
<b>TOTAL</b>	<b>2 075</b>



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- Number of Media accreditations during 2013 Events (based on Event Organizers' reports received by the IFSC): 922
  - TV: 86
  - Radio: 55
  - Print: 171
  - Digital Media: 318
  - Photographs: 292

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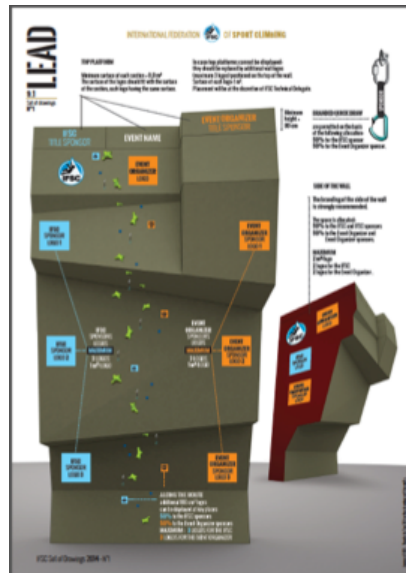
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## 4. BRANDING

Willing to support Event Organizers in their communications, the IFSC started to design documents aimed at achieving better consistency from one event to the other. This transition period federated each Event Organizer around shared identity and values that will be fully operational in 2014.

- **EVENTS FEATURES:**
  - **First implementation of IFSC Events Set of Drawings :**



- **Examples of best practices :**

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## 5. OTHERS

- **Sponsorships activities:**
  - The IFSC signed an agreement with LC2 agency to manage its worldwide sponsorships activities.
  - In 2013, the IFSC signed a 3-year- supplier level -agreement with the following partners:
    - KAILAS: <http://www.kailas.com.cn/en/default.html>
    - ENTRE-PRISES: <http://www.entre-prises.com/>
- **Hosting Cities:**
  - The IFSC designed a brochure dedicated to Cities willing to hosting an IFSC event:





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- 2013 Events: what else?
  - Number of competitors per event:

<b>Chongqing B</b>	50
<b>Chongqing S</b>	36
<b>Millau</b>	92
<b>Kitzbuehel</b>	121
<b>Log Dragomer</b>	119
<b>Innsbruck</b>	126
<b>Toronto</b>	71
<b>Vail</b>	85
<b>Baku</b>	63
<b>Briançon</b>	101
<b>Imst</b>	76
<b>Munich</b>	129
<b>Arco</b>	53
<b>Puurs</b>	91
<b>Perm L</b>	63
<b>Perm S</b>	53
<b>Wujiang L</b>	41
<b>Wujiang S</b>	47
<b>Haiyang</b>	44
<b>Mokpo L</b>	58
<b>Mokpo S</b>	38
<b>Valence</b>	78
<b>Kranj</b>	106

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- Total attendance during each event (based on Event Organizers' reports received by the IFSC):

<b>Chongqing</b>	20 000
<b>Millau</b>	no info
<b>Kitzbuehel</b>	3000
<b>Log Dragomer</b>	8740
<b>Innsbruck</b>	9000
<b>Toronto</b>	1200
<b>Vail</b>	53579
<b>Baku</b>	1800
<b>Briançon</b>	9000
<b>Imst</b>	2200
<b>Munich</b>	11000
<b>Arco</b>	no info
<b>Puurs</b>	3000
<b>Perm</b>	5000
<b>Wujiang</b>	3000
<b>Haiyang</b>	2000
<b>Mokpo</b>	1000
<b>Valence</b>	3500
<b>Kranj</b>	3000
<b>Central Saanich</b>	2000
<b>TOTAL</b>	142,019

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**2013**

Special thanks to :

Each 2013 Event Organizer

Pierre-Emmanuel DANGER

<http://www.mysystemd.com/>

Amélie DELMOTTE

Eddy PEULOT

<http://www.signeblette.com/>

for their outstanding support.